Entrepreneurial Planning
Addressing New Needs
Megan Carver, Comm ‘08
Associate Director, Kohler Center for Entrepreneurship & Co-Director, 707 Hub, Marquette University

Kelsey Otero, Grad ‘14
Associate Director of Social Innovation & Co-Director, 707 Hub, Marquette University
Business & social entrepreneurship in one place

• Co-locating business and social entrepreneurship created a unique synergy which helped engage more students across campus
• Social innovators can learn a lot about business practices and bringing ideas into action
• Entrepreneurs can learn a lot from those who are passionate about social issues
Unique Competitions, Funding and Mentoring Programs to Help Grow Ideas
Speakers, Community Events, and Student Engagement through Innovation
FEATURED SPEAKER

Jessica Ollenburg, Bus Ad ’85, Grad ’90
Managing Partner & Principal Consultant, Ollenburg LLC Executive Consulting
LEADERSHIP PLAYBOOK FOR “THE NEW NORMAL”
LEADERSHIP PLAYBOOK FOR “THE NEW NORMAL”

- Change is Imminent for Most
- Solutions are Available
- We Already Know a Great Deal
- Now is the Time for Leaders to Shine
- Early-Mover Status Could Pay Off
RETHINKING BUSINESS...

PART I: STRATEGIC PLANNING

- Customer Demand
- Future Vision
- A Pivot or a Leap?
- Re-Evaluating Brand, Culture & Building Trust
- The New Flow of Money
RETHINKING BUSINESS...

PART II: ROLLOUT

• Nimbleness & Scenario Planning
• Empowering Data Science and New Ideas
• People & Psychology
• Managing Risks, Liabilities & Compliance
• Implementing Action
4-POINT PLAN FOR LEADERS

1. Re-evaluate and re-determine your business plan, including scenario options.
2. Craft a strategic, clear and effective message for each stakeholder audience.
3. Know and manage risks and liabilities.
4. Collect data, determine benchmark criteria and begin forward prudent movement with performance management.
Beyond Graduation.  Beyond Campus.  Beyond Boundaries.
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